

Historic, archived document

Do not assume content reflects current
scientific knowledge, policies, or practices.



68.93
=1954=

J. W. Belgiano & Company

411 New York Ave., N.E.
Washington 2, D.C.

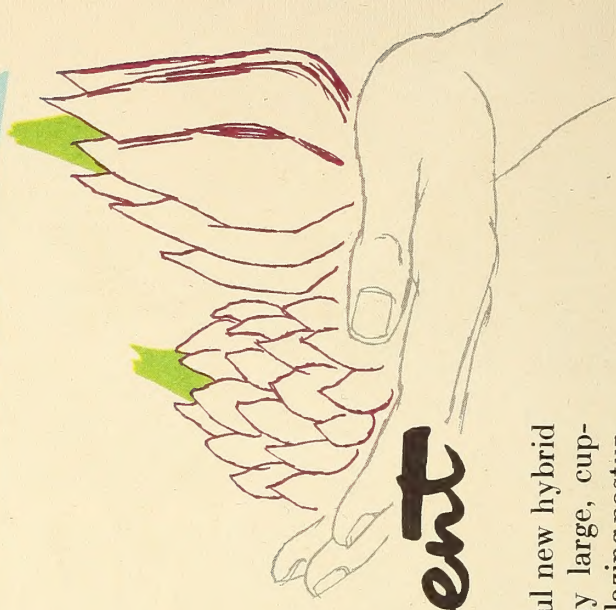
Postmaster: Form 3547 Requested

*Present the new
Tan de Graaff
American-Grown
Hybrid Lilies*

LIBRARY
SEP 8 - 1954
U. S. Department of Agriculture

Sec. 3466 P. L. 8, R.
U. S. POSTAGE
PAID
Permit No. 160
Washington, D. C.

America's 2 "easiest-to-grow" lilies



Enchantment

(Plant Pat. No. 862) Most beautiful new hybrid lily, vibrantly colored. With many large, cup-shaped, upright flowers of intense, blazing nasturtium-red, this plant lights up the whole garden. Late June, early July-flowering; unusually long-lasting. Each, **75¢**; three for **\$2.00**.



Olympic Hybrids

The finest, tallest and largest trumpet lilies yet produced, result of our intensive breeding program. Broad, strong flowers, pyramidal flower heads. Color varies from ivory-white through soft green, with deeper green and russet tints on outside of petals. Tall graceful plants, five to seven feet in height, flower in July. Thrive in sunlight or light shade. Each, **65¢**; three for **\$1.75**.

OLYMPIC SPECIAL SELECT

Each year during the flowering season we tag a few of the very finest plants for seed production to improve our strain. Visitors to our field have noticed these special plants and at their request we have agreed to mark a few hundred more than we need from among the finest specimens. The supply is limited. Each, **\$1.50**; three for **\$4.00**.





A. GOLDEN CHALICE HYBRIDS. . . . A true-breeding strain of richly colored, golden upright lilies that are a joy to behold. These hybrids, masses of golden cups on tall straight stems, flower in June. Each, 60¢; three for \$1.50.

B. FIREFLAME. . . . A vivid sparkling Indian-red that arrests the eye. Wide-petaled flowers of great substance that face straight outwards, with glossy, deep green foliage. Late June-flowering. Three feet tall and exceptionally sturdy. Excellent for pot plants and herbaceous borders. Each, \$1.25; three for \$3.50.

C. HARLEQUIN. . . . A soft yellow-orange lily, with burnished gold stripe down the center of each petal and heavily spotted with minute maroon or black dots. Outward-facing; wide petals, with as many as twelve well-spaced flowers per stem. Each, \$1.25; three for \$3.50.

D. LUCKY STAR. . . . A brilliant new introduction. Vigorous and sturdy, attaining four feet in height, free-growing, easy to propagate, disease-resistant. Large deep cherry-red outward-facing flowers, well-spaced in open heads. Blooms end of July, later than the Mid-Century lilies. Each, \$3.50; three for \$10.00.

E. WHITE MARTAGON. . . . The true white mountain lily from Dalmatia. Dainty, wax-like flowers, gracefully spaced on four foot stems, with warm green foliage. One of the most permanent of all lilies. June-flowering. Will increase from year to year, forming larger and finer spikes. Should be planted not more than four inches deep in a well-drained sunny location. Each, \$1.00; three for \$2.75.

F. MID-CENTURY HYBRIDS, MIXED. . . . Selected out of thousands of Tiger-Candlestick hybrids for beauty, hardiness and vigor. Plant in groups in border for color and cutting. Each, 50¢; three for \$1.25.

G. GOLD BAND LILIES. . . . We offer only the true *L. auratum platyphyllum*, the much sought-after, strong-growing, wide-leaved type. Immense seven to nine inch, fragrant, waxy-white, bowl-shaped blooms, golden-streaked and often crimson-spotted, as many as fifteen to the six or seven foot high stem. Flowers in August and September. Each, \$1.50; three for \$4.00.

H. OLYMPIC PINK. . . . An indescribably beautiful flower. A few Olympic Hybrids showing pink were re-crossed and their offspring reselected. The result is a limited number of new robust, giant

trumpet lilies in fuchsia to rose-pink, with wonderfully large, expanded flowers. They need filtered sunlight as they are apt to bleach in full sun. Each, \$3.50; three for \$10.00.

J. BELLINGHAM HYBRIDS. . . . The best of our West Coast native lilies, inter-crossed and re-selected, produced this lovely strain of tall, graceful garden lilies. July-blooming, they stand six feet tall, bear dozens of recurved, long-lasting flowers. Colors range from clear yellow through orange to garnet-red, nicely spotted with brown or reddish brown. Each, 60¢; three for \$1.50.

K. SUNSET LILY. . . . With bright red-tipped recurved flowers, opening early July, these grand lilies stand five to seven feet tall and bear as many as twenty flowers. Increase rapidly, easily grown. Each, 60¢; three for \$1.50.

L. RED CHAMPION. . . . A selected, lovely Speciosum lily from Japan that came to Oregon as a gift many years ago. It was nurtured in a small farm garden on the slopes of Mount Hood from which we were fortunate to get our foundation stock. Blooms in late August and early September. Each, \$1.25; three for \$3.50.

SHUKSAN (not illustrated). . . . The best of the hybrids named and introduced by the late Dr. David C. Griffiths. Warm yellow with maroon spots, July blooming. Each, 60¢; three for \$1.50.

PAGODA (not illustrated). . . . Tall, dark mahogany-colored stems with deep green foliage contrast strongly with muted orange, broad-petaled flowers. Touches of amber and soft pink show on open petals. Many flowers and buds on each stem, opening over long period. Each, \$1.00; three for \$2.75.

THREE WILD LILIES—AMABILE-PUMILUM-CONCOLOR. . . . Collection 5 (not illustrated). Three little lilies, originally from China and Japan. Amabile is the largest, a rich lacquer-red. Pumilum is smallest and earliest with lovely coral-colored bells. Concolor is star-shaped, upright flowering, from two to three feet tall. Three of each for \$3.00; nine of each for \$8.50.

VALENCIA (not illustrated). . . . A June-flowering hybrid of a beautiful rich golden hue. The petals have bronze mid-ribs and many minute maroon dots. This is a plant that fits well into the summer garden. Can be forced quite readily for earlier flowers. Each, \$1.00; three for \$2.75.



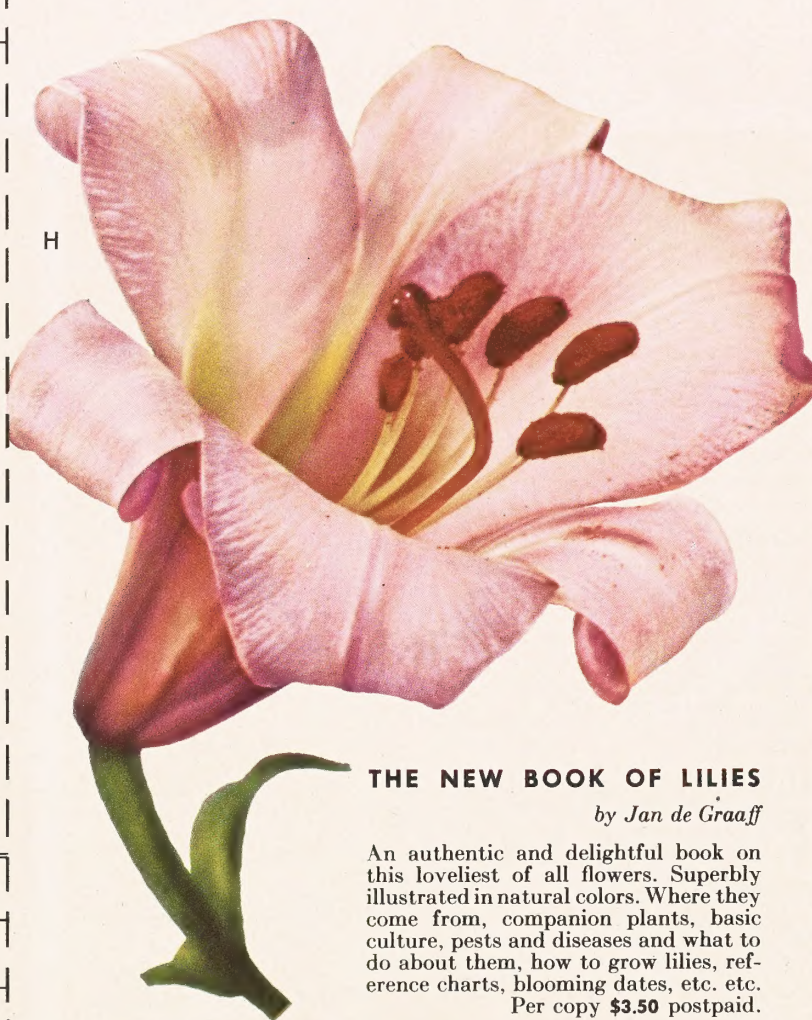
QUANTITY	NAME OF LILY	DELIVERED PRICE	TOTAL
Total carried over		Each Per Three	
	Bellingham Hybrids	\$0.60 \$ 1.50	
	Enchantment	0.75 2.00	
	Fireflame	1.25 3.50	
	Gold Band Lily	1.50 4.00	
	Golden Chalice Strain	0.60 1.50	
	Harlequin	1.25 3.50	
	Heart's Desire	2.50 7.00	
	Lucky Star	3.50 10.00	
	Martagon Album	1.00 2.75	
	Mid-Century Hybrids	0.50 1.25	
	Olympic Hybrids	0.65 1.75	
	Olympic Pink	3.50 10.00	
	Olympic Select	1.50 4.00	
	Pagoda	1.00 2.75	
	Red Champion	1.25 3.50	
	Sunburst Strain	2.00 5.50	
	Sunburst Yellow Select	6.00	
	Sunset Lily	0.60 1.50	
	Valencia	1.00 2.75	

TOTAL AMOUNT

I enclose Cheque Money Order

Send no cash or stamps. No C.O.D.

Order Number Received Shipped



THE NEW BOOK OF LILIES

by Jan de Graaff

An authentic and delightful book on this loveliest of all flowers. Superbly illustrated in natural colors. Where they come from, companion plants, basic culture, pests and diseases and what to do about them, how to grow lilies, reference charts, blooming dates, etc. etc. Per copy \$3.50 postpaid.



2 new Lilies to enhance your garden picture



HEART'S DESIRE (left)

Imagine a giant lily with huge, orange-throated, trumpet-shaped flowers. These striking, warm-toned plants are of hybrid origin, giving added vigor and beauty. Large pyramids of flowers. Each, **\$2.50**; three for **\$7.00**.

SUNBURST STRAIN (right)

These startling, new, exotic lilies are true intermediates between the old tall and nodding, orange Henryi lily and the best of our Olympics. Five to seven foot stems carry as many as thirty huge flowers, blooming for weeks in late July. Colors include white, creamy yellow and orange. Each, **\$2.00**; three for **\$5.50**.

SUNBURST YELLOW

(not illustrated)

New introduction, still limited in quantity, with pure golden yellow, star-shaped non-fading flowers. Each, **\$6.00**.

Why these NEW HYBRID LILIES are easy to grow . . .

These acclimated, American-grown, disease-resistant and hardy plants are bursting with the vigor of their hybrid origin. They come to you as large, well-rooted bulbs, carefully packed in peat moss for immediate planting in any sunny, well-drained, porous garden soil. Once planted they multiply rapidly and will give you every possible variety of color, form and blooming time from June through October. They are best planted in the fall to give them time to establish themselves before winter. These glorious new hybrid lilies are grown for you on the slopes of Oregon's Mount Hood and come to you direct from the grower. For best results plant early — For best results order early.

HERE IS HOW TO GROW THE FINEST LILIES . . .

SOILS AND LOCATION: Lilies must have perfect drainage, such as a gentle slope provides. If site is level and the soil heavy, prepare raised beds.

SUN OR SHADE: Lilies need sunlight, at least until 2 p.m. Semi-shade will produce fine, soft colors but weaker stems.

HOW DEEP TO PLANT: Never put more than four inches of soil over the top of the bulb.

SOIL TYPES: Lilies prefer a slightly acid soil, such as suits rhododendrons and azaleas and most other garden plants. Good drainage is most important.

MULCH AND GROUNDCOVER: Lilies need a soil, rich in humus and balanced plant food. They are strong feeders and root deeply. Mulch with rich compost or decaying leafmold. Do not expect lilies to compete with strong-growing perennials or shrubs.

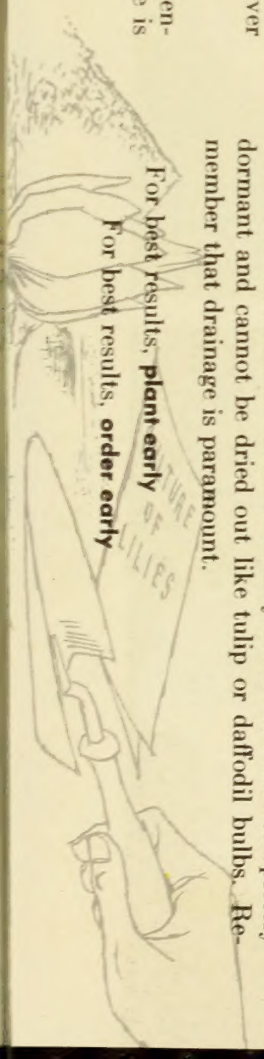
FERTILIZERS: Natural fertilizers are best. Scatter a handful of balanced fertilizer every few feet. For alkaline soil, use some agricultural sulphur. Peat moss, being acid, is good for lilies.

CUTTING FLOWERS: Cutting flowers only, preventing them from setting seed, is beneficial. Cutting foliage is harmful in direct proportion to amount cut.

ON ARRIVAL: Bulbs must be received as soon as possible after digging. If slightly limp after long trip, place in wet peat moss for a few days and they will soon freshen up for immediate planting. Never plant new bulbs where others have failed. Lily bulbs are never completely dormant and cannot be dried out like tulip or daffodil bulbs. Remember that drainage is paramount.

For best results, **plant early**

For best results, **order early**

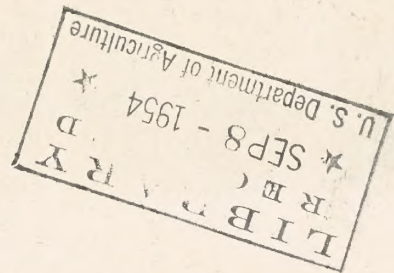


Present the new
Jan de Graaff
American-Grown
Hybrid Lilies

J. W. Belgiano & Company
411 New York Ave., N.E.
Washington 2, D.C.
Postmaster: Form 3547 Requested



PAID
U. S. POSTAGE
Sec. 34.66 P. L. & R.
Permit No. 160
Washington, D. C.



2 new Lilies to enhance your garden picture



HEART'S DESIRE (left)

Imagine a giant lily with huge, orange-throated, trumpet-shaped flowers. These striking, warm-toned plants are of hybrid origin, giving added vigor and beauty. Large pyramids of flowers. Each, \$2.50; three for \$7.00.

SUNBURST STRAIN (right)

These startling, new, exotic lilies are true intermediates between the old tall and nodding, orange Henry lily and the best of our Olympics. Five to seven foot stems carry as many as thirty huge flowers, blooming for weeks in late July. Colors include white, creamy yellow and orange. Each, \$2.00; three for \$5.50.

SUNBURST YELLOW

(not illustrated)

New introduction, still limited in quantity, with pure golden yellow, star-shaped non-fading flowers. Each, \$6.00.

America's 2 "easiest-to-grow" lilies



Enchantment



(Plant Pat. No. 862) Most beautiful new hybrid lily, vibrantly colored. With many large, cup-shaped, upright flowers of intense, blazing nasturtium-red, this plant lights up the whole garden. Late June, early July-flowering; unusually long-lasting. Each, 75¢; three for \$2.00.

Olympic Hybrids

The finest, tallest and largest trumpet lilies yet produced, result of our intensive breeding program. Broad, strong flowers, pyramidal flower heads. Color varies from ivory-white through soft green, with deeper green and russet tints on outside of petals. Tall graceful plants, five to seven feet in height, flower in July. Thrive in sunlight or light shade. Each, 65¢; three for \$1.75.

OLYMPIC SPECIAL SELECT

Each year during the flowering season we tag a few of the very finest plants for seed production to improve our strain. Visitors to our field have noticed these special plants and at their request we have agreed to mark a few hundred more than we need from among the finest specimens. The supply is limited. Each, \$1.50; three for \$4.00.



ORDER BLANK

J. W. Belgiano & Company
411 New York Ave., N.E. • Washington 2, D. C.

PLEASE ORDER EARLY WE RECOMMEND EARLY FALL PLANTING

Please enter my order for the following lilies to be sent to me postpaid:

NAME: _____

ADDRESS: _____

CITY: _____ ZONE: _____ STATE: _____

Substitution will not be made unless you permit. If our supply of a variety is exhausted, may we send another of equal value? YES _____ NO _____

Quantity	NAME OF LILY	TOTAL
COLLECTION 1—3	Enchantment, 3 Olympic Hybrids	\$ 3.25
COLLECTION 2—10	Mid-Century Varieties 10 bulbs, one of each, 30 bulbs, 3 of each,	10.00 25.00
COLLECTION 3—Pacific Coast	Hybrids, 7 bulbs	4.00
COLLECTION 4—Olympic	Collection, 5 bulbs	6.50
COLLECTION 5—Amabile, Pumilum, Concolor, 3 bulbs of each		3.00
The New Book of Lilies by Jan de Graaff, per copy		3.50
TOTAL		

(See other side for named varieties)

special offer!

COLLECTION #1

3 ENCHANTMENT
3 OLYMPIC HYBRIDS

ALL SIX BULBS

325

COLLECTION #2

MID CENTURY LILIES

ten varieties all carefully labeled and packed, the complete range of colors and types:
Outward-Facing:
FIREFLAME, PARADE, SERENADE,
TANGLO, VALENCIA.
Upright-Flowering:
CAMPFIRE, ENCHANTMENT,
HARMONY, JOAN EVANS, PAGODA.

One of each variety,
10 bulbs for \$10.00

Three of each variety,
30 bulbs for \$25.00

COLLECTION #3

PACIFIC COAST HYBRIDS

3 BELLINGHAM HYBRIDS
3 SUNSET
1 SHUKSAN

all 7 bulbs for

\$4.00

COLLECTION #4

OLYMPIC COLLECTION

3 OLYMPIC HYBRIDS
1 OLYMPIC SELECT
1 OLYMPIC PINK

all 5 bulbs for

\$6.50

COLLECTION #5

AMABILE, PUMILUM,
CONCOLOR

3 interesting wild lilies, 3 bulbs of each, nine bulbs for

\$3.00

LITHOGRAPHED BY SCHWABACHER REY

MULCH AND GROUND COVER: Lilies need a soil, rich in humus and balanced plant food. They are strong feeders and root deeply. Mulch with rich compost or decaying leafmold. Do not expect lilies to compete with strong-growing perennials or shrubs.

FERTILIZERS: Natural fertilizers are best. Scatter a handful of balanced fertilizer every few feet. For alkaline soil, use some agricultural sulphur. Peat moss, being acid, is good for lilies.

CUTTING FLOWERS: Cutting flowers only, preventing them from setting seed, is beneficial. Cutting foliage is harmful in direct proportion to amount cut.

ON ARRIVAL: Bulbs must be received as soon as possible after digging. If slightly limp after long trip, place in wet peat moss for a few days and they will soon freshen up for immediate planting. Never plant new bulbs where others have failed. Lily bulbs are never completely dormant and cannot be dried out like tulip or daffodil bulbs. Remember that drainage is paramount.

For best results, plant early
For best results, order early

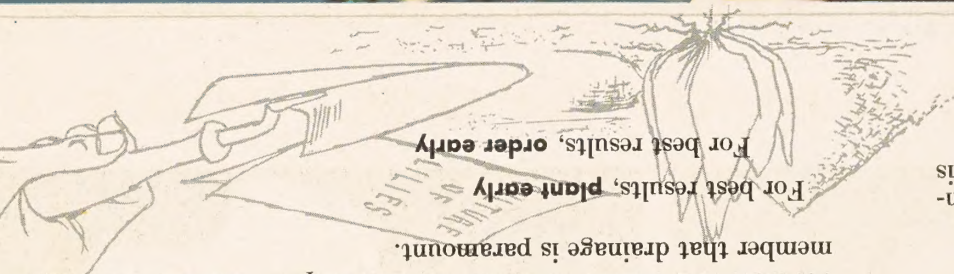
HERE IS HOW TO GROW THE FINEST LILIES

SOILS AND LOCATION: Lilies must have perfect drainage, such as a gentle slope provides. If site is level and the soil heavy, prepare raised beds.

SUN OR SHADE: Lilies need sunlight, at least until 2 p.m. Semi-shade will produce fine, soft colors but weaker stems.

HOW DEEP TO PLANT: Never put more than four inches of soil over the top of the bulb.

SOIL TYPES: Lilies prefer a slightly acid soil, such as suits rhododendrons and azaleas and most other garden plants. Good drainage is most important.



Why these NEW HYBRID LILIES are easy to grow . . .

special offer!

ALL SIX BULBS

325

3 ENCHANTMENT
3 OLYMPIC HYBRIDS

COLLECTION #1

ten varieties all carefully labeled and packed, the complete range of colors and types:

Outward-Facing:
FIREFLAME, PARADE, SERENADE,
TANGALO, VALENCIA.

Upright-Flowering:
CAMPFIRE, ENCHANTMENT,
HARMONY, JOAN EVANS, PAGODA.

COLLECTION #2

MID CENTURY LILIES

One of each variety,
10 bulbs for **\$10⁰⁰**

Three of each variety,
30 bulbs for **\$25⁰⁰**

COLLECTION #3

PACIFIC COAST HYBRIDS

3 BELLINGHAM HYBRIDS
3 SUNSET
1 SHUKSAN

all 7 bulbs for

\$4⁰⁰

COLLECTION #4

OLYMPIC COLLECTION

3 OLYMPIC HYBRIDS
1 OLYMPIC SELECT
1 OLYMPIC PINK

all 5 bulbs for

\$6⁵⁰

COLLECTION #5

AMABILE, PUMILUM,
CONCOLOR

3 interesting wild lilies, 3 bulbs of each, nine bulbs for

\$3⁰⁰

LITHOGRAPHED BY SCHWABACHER FREY

ORDER BLANK

F.W. Bolgiano & Company

411 New York Ave., N.E. • Washington 2, D. C.

PLEASE ORDER EARLY . . . WE RECOMMEND EARLY FALL PLANTING

Please enter my order for the following lilies to be sent to me postpaid:

NAME: _____

ADDRESS: _____

CITY: _____ ZONE: _____ STATE: _____

Substitution will not be made unless you permit. If our supply of a variety is exhausted, may we send another of equal value? YES _____ NO _____

Quantity	NAME OF LILY	TOTAL
	COLLECTION 1—3 Enchantment, 3 Olympic Hybrids	\$ 3.25
	COLLECTION 2—10 Mid-Century Varieties 10 bulbs, one of each, 30 bulbs, 3 of each, 7 bulbs	10.00 25.00 4.00
	COLLECTION 3—Pacific Coast Hybrids, 7 bulbs	6.50
	COLLECTION 4—Olympic Collection, 5 bulbs	3.00
	COLLECTION 5—Amabile, Pumilum, Concolor, 3 bulbs of each	3.50
	The New Book of Lilies by Jan de Graaff, per copy	
	TOTAL	

(See other side for named varieties)



